

Mountain Creek Web Design

Website Planning Worksheet

Purpose of website: To help us have a better understanding of the functionality of your website, rate the below items by scoring them 1 – 5, with 1 being the most important, and 5 being the least important. Leave blank the items that do not interest you at all.

_____ To make a favorable impression of your company or organization.

_____ To develop a qualified list of prospects.

_____ To sell products online via an online shopping cart/catalog.

_____ To encourage customers to contact you by phone/email about products/services

_____ To make product/service information and price list available to customers

_____ To strengthen your brand identification with an online presence

_____ Other _____

Site Organization: Label the pages you desire and cross out the pages you don't want. You can list other pages that you'll need on a separate sheet if needed for larger sites.

_____ Total pages needed

Home

Products

Services

About Us

FAQ

News

Contact

Email

Site and Domain Names:

Site Name on header _____

Domain Name: It must be registered through your web hosting company and approved by a domain registration service before you can use it. You may check the availability of your domain name for free through Godaddy.com, (my preferred hosting company).

Domain Name _____

Header Graphic: It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, business cards, etc. so we can better see how to present your company image.

_____ Company logo incorporated into the header graphic?

_____ Photos of products?

_____ Font preference _____

_____ Color Scheme _____

_____ Other _____

Navigation System: The navigation system of all my Standard Website Packages includes: Circle your desired navigation system.

- ◆ **Links** from the index page to every page within your website. I can also include a site map at the bottom of each page if desired for larger sites, this enables easier access for spiderbots while crawling your website.
- ◆ **Left-Side Menus** with text links are especially useful on larger sites more than 10 pages. This allows your visitors to better find what they're looking for than adding sub-menus.
- ◆ **Left-Side Buttons** can be used, but I do not recommend them, since they are more expensive and time consuming to maintain a site and updating a site by adding more content. Also, it takes longer for your page load time.
- ◆ **Frames System** where a typically scrolling menu remains on the left side to provide navigation. I highly recommend staying away from using frames since they are a design disaster and not at all search engine friendly. They can't be bookmarked and they make websites appear tacky.
- ◆ **Search Engine** is useful for larger sites of 50 pages or more to help visitors find what they're looking for. This is an additional charge.

Your website navigation system can be place most anywhere, the top, left-side, center, or the right-side, depending on your website's functionality.

Basic Page Elements: These are important items which appear on nearly every web page of your website.

- ◆ **Page Titles** which show at the top of your visitors web browsers only.
- ◆ **Optional** top of page graphic if different from home page header graphic.
- ◆ **Page Title** in larger font. _____ (recommend Arial Bold)
- ◆ **Text** body style font _____
(recommend Arial, Tahoma, Verdana, Times New Roman)
- ◆ **Image Map** by image map bar/buttons (recommend text links, more search engine friendly)
- ◆ **Standard Company ID** near bottom of page
- ◆ **Copyright and Trademark** information in small print at the bottom of every page. Do you have any registered trademarks or certifications to include here?
- ◆ **Disclaimers** at the bottom of every page if needed.
- ◆ **Website Design Credits** will be listed at the bottom of each page in small print stating "Website designed and created by Mountain Creek Web Design" and Copyright © 2010 Mountain Creek Web Design. All rights reserved.

Photos, Graphics, Animations: My contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos, graphics, and animations you send.

- ◆ Clipart tends to look a little tacky on websites. (recommend photos)
- ◆ Photos you supply either by sending the actual photos for scanning or by sending digital images on a cd/dvd or email.
- ◆ Stock photos can be obtained from Clipart.com, BigStockPhoto.com, or iStockPhoto.com for a fee.

Web Hosting Service: There are hundreds of web hosting services available and you should pick one that best suits your needs. I've worked with several hosting companies and the best service I've found is Godaddy. They are the biggest and best with the best uptime service and 24/7 support. Godaddy also has a lot of extra services available, some of which is free of charge. They also have the lowest prices. Regardless of who you choose to host your website, I will have to have full access to your account for uploading your website and maintaining your website if you choose via ftp client.

Check below your preference:

_____ I will setup my own hosting service and upload the website myself.

_____ I want MCWD to setup my hosting service and upload the website:

Web Hosting Service _____

Log In/User Name _____

Password _____

Phone _____

Support Email _____

Preparing for your website design will take a considerable amount of time. The raw materials you supply will be assembled into a graphically pleasing, easy to read web pages. Be sure to not exceed the packages limits so there won't be any additional charges for your package.

Text:

- ◆ You must set up a separate word processor file for each web page. Use this worksheet to indicate which file names correspond to which web page.
- ◆ I prefer Microsoft Word, though I can convert a variety of file formats.
- ◆ Do Not send a draft, send your final version of the text you want to include on your website. I may expect to make some minor changes here and there after the web pages are prepared. Most word processors allow you to count the approximate number of words or characters you've used.

Graphics:

- ◆ The quality of your website's appearance has a lot to do based on the photos and graphics you choose for your web pages. Clipart can be used, but tends to make the web pages appear amateurish. Photos are the best.
- ◆ You may send graphics in either a digital format or hard copies for scanning.
- ◆ Prepare captions for each photo. You may affix a post-it note to the photos.
- ◆ If you need to prepare specialized graphics elements in addition to my standard site graphics package, please explain clearly and possibly include a sketch. This will incur an additional charge based on my hourly rate.

Web Page	Text File Name	Approximate # of Words	Photos/Graphics
Home			
About Us			
Contact			
Products			
Services			
News			
FAQ			

List the page titles you want and cross out the ones you don't. List any additional web pages on separate sheet if needed.

Site Promotion:

Considerations:

- ◆ Advertising your website to search engines that index the web.
- ◆ Giving customers/visitors a good reason to visit by offering them something.

- ◆ Finding related websites and negotiating reciprocal links.
- ◆ Purchasing web advertisements.
- ◆ Becoming active in social clubs, news groups, and mailing list.
- ◆ Develop a signature ad attached to your email campaigns.
- ◆ Joining one or more related web malls or web-rings.
- ◆ Including your website and email address on all literature.
- ◆ Email newsletter campaigns.

Information about the number of site visitors can be obtained from your hosting service or Google Analytics. There's usually an additional charge for these services. I do not use page counters on websites.

I submit your information to the major search engines to register your website after final payment is received.

Maintenance: A standard website package includes minor updating for the first 90 days after your website is launched. A fee will be charged for any major updates including shopping carts/catalogs and will be billed at my hourly rate.

Check below your preference:

_____ I will maintain my website myself.

_____ I want MCWD to maintain my website until a mutual agreed upon time.

Client: _____ Date: _____

Website: mountaincreekwebdesign.com

Email: jody@mountaincreekwebdesign.com

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